WHAT IS CLAIMED IS:

1. An image forming apparatus comprising:

a heating member which includes a first region and a second region:

the second region locates in a predetermined position in the axial direction with respect to the first region;

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a heating unit which is provided inside the heating member and which includes at least one of a first heating member for heating the first region and a second heating member for heating the second region;

a main control unit which carries out at least a first control mode and a second control mode;

the first control mode (temperature drop control mode) which performs control to drop the temperatures in the first and second regions from a fixing temperature by a predetermined temperature, with specific timing at least once, while an image formation is being executed at the fixing temperature; and

the second control mode (lamp OFF control mode) which turns off the first heating member and the second heating member with predetermined timing corresponding to the temperature supplied in the first control mode, when the image formation is completed.

2. The image forming apparatus according to claim 1, wherein the timing with which the first heating member is turned off is shifted from the timing

with which the second heating member is turned off in the second control mode.

3. The image forming apparatus according to claim 1, further comprising:

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- a third control mode (temperature recovery control mode) which is carried out by the main control unit and which returns the temperatures in the first and second regions to the fixing temperature stepwise when the temperatures in the first and second regions have been lowered from the fixing temperature in the first control mode after the main control unit image formation is completed, wherein the timing with which the temperature in the first region is recovered is shifted from the timing with which the temperature in the second region is recovered.
 - 4. The image forming apparatus according to claim 3, wherein the third control mode recovers the temperatures in the first and second regions with predetermined timing corresponding to the temperature dropped in the first control mode.
 - 5. A method of controlling a heating unit, comprising:
 - (1) when an image formation is executed at a first temperature, performing control to drop the temperature of a heating roller to a second temperature lower than the first temperature, with predetermined timing at least once;

- (2) when the image formation is completed, turning off the heating member with predetermined timing corresponding to the second temperature lowered from the first temperature; and
- (3) after the image formation is completed, returning from the second temperature to the first temperature.

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- 6. The method of controlling a heating unit according to claim 5, wherein
- 10 (2) when the heating member composed of a first heating member and a second heating member is turned off, shifting the timing with which the first heating member is turned off from the timing with which the second heating member is turned off.
 - 7. The method of controlling a heating unit according to claim 6, wherein
 - (2) the timing with which the first and second heating members are turned off is determined by (1) the second temperature obtained in dropping from the first temperature.
 - 8. The method of controlling a heating unit according to claim 5, wherein
 - (3) when the heating member composed of the first heating member and the second heating member is recovered stepwise, shifting the timing with which the temperature in a first region heated by the first heating member rises from the timing with which the

temperature in a second region heated by the second heating member rises.

9. The method of controlling a heating unit according to claim 8, wherein

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- (3) the timing with which the first and second regions are raised is determined by (1) the second temperature obtained in dropping from the first temperature.
- 10. An image forming apparatus comprising:

 heating means for heating a heating member;

 dropping means for dropping the heating member

 kept at a first temperature to a second temperature

 lower than the first temperature with predetermined

 timing;
- OFF means for turning off the heating member according to the second temperature; and

recovering means for returning the heating member kept at the second temperature to the first temperature with predetermined timing.

20 11. The image forming apparatus according to claim 10, further comprising:

the heating means includes a first heating member which heats a first region (center) and a second heating member which heats a second region (end); and

the OFF means shifts the timing with which the first heating member is turned off from the timing with which the second heating member is turned off, when the

heating member composed of the first heating member and the second heating member is turned off.

12. The image formation apparatus according to claim 11, wherein

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the timing with which the first and second heating member are turned off is determined by the second temperature obtained when the dropping means drops the temperature from the first temperature.

13. The image formation apparatus according to claim 10, further comprising:

the heating means includes a first heating member which heats a first region (center) and a second heating member which heats a second region (end); and

the recovering means shifts the timing with which the temperature in the first region is raised from the timing with which the temperature in the second region is raised.

14. The image formation apparatus according to claim 13, wherein

the timing with which the temperatures in the first and second regions are raised is determined by the second temperature obtained when the dropping means drops the temperature from the first temperature.